

SAI

2. The concrete mixer truck set forth in Claim 1 wherein:

3. The concrete mixer truck set forth in Claim 1 wherein:

4. The concrete mixer truck set forth in Claim 3 wherein:

Sub A

Sub
A2

5. A method for displaying one of a message and advertising a product or service comprising the steps of:
providing an over-the-road concrete mixer truck having a generally cylindrical concrete mixer drum mounted thereon for rotation about a longitudinal axis of said drum;
5 and

providing indicia on said drum which utilizes at least one of the shape and rotation of said drum to provide a visual display.

6. The method set forth in Claim 5 including the step of:

applying indicia to said drum which is readable from opposite sides of said truck when said truck is traversing a roadway and said drum is rotating.
5

7. The method set forth in Claim 5 including the step of:

applying indicia to said drum which has a pattern which is one of helical and spiral.

8. The method set forth in Claim 5 including the step of:

applying indicia to said drum which simulates the appearance of an article other than said drum.

ADD
K3

ADD
B1